

# ORDER

**WOOD**

**Orders**

**Order / Rev:** 201020

**Alt Order #:** 6845878

**Product Desc:** DETROIT INTL BRIDGE

**Estimate:** 827902

**Flight Dates:** 08/27/12 - 09/02/12

**Original Date / Rev:** 08/23/12 / 08/23/12

**Order Type:** REG

**Primary AE:** Petry Philadelphia

**Sales Office:** P-PHI

**Sales Region:** Nat

**Agency**

**Name:** Smart Media Group

**Buying Contact:**

**Billing Contact:**

814 King Street

Alexandria, VA 22314

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/Detroit International Bridge

**Demographic:** A35+

**Product Codes:** PL2

**Priority:** P3

**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:** IN10086/SP6681/TO1332/MO1041

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/02/12	18	\$13,175.00	\$11,198.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$13,175.00	\$11,198.75	0.00
<b>Totals</b>	<b>18</b>	<b>\$13,175.00</b>	<b>\$11,198.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WOOD	30%	\$13,175.00
Market	100%	\$43,916.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	3%	\$1,317.50
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	29%	\$12,735.83
WXMI	9%	\$3,952.50
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	29%	\$12,735.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/27/12	08/30/12	Noon News	CM	12-1p	M- WT- - -	:15/:15	3	\$450.00	P2	0.00	BK	3	\$1,350.00
NEWS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- WT- - -			3		\$450.00		0.00				
E 2	WOOD	08/27/12	08/31/12		CM	5a-6am	MTWTF- -	:15/:15	5	\$225.00	P3	0.00	BK	5	\$1,125.00

Advertiser:	POL/Detroit International Bridge
Product Desc:	DETROIT INTL BRIDGE
Estimate:	827902

**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				5am Daybreak											
				5am Daybreak											
NEWS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	MTWTF--		5		\$225.00		0.00					
E 3	WOOD	09/02/12	09/02/12	Meet the Press Meet the Press	CM	858-1001a	-----S	:15/:15	1	\$750.00	P5	0.00	BK	1	\$750.00
MEET THE PRESS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S		1		\$750.00		0.00					
E 4	WOOD	09/02/12	09/02/12	Sun 10-11am To The Point	CM	10-1030 (10:00 AM-10:30 AM)	-----S	:15/:15	1	\$300.00	P5	0.00	BK	1	\$300.00
LOCAL POLITICS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S		1		\$300.00		0.00					
E 5	WOOD	09/02/12	09/02/12	Sun 10-11am Chris Mathews	CM	1030-11a (10:30 AM-11:00 AM)	-----S	:15/:15	1	\$300.00	P5	0.00	BK	1	\$300.00
CHRIS MATHEWS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S		1		\$300.00		0.00					
E 6	WOOD	08/29/12	08/31/12	M-F 6p News M-F News 8 @6p	CM	6-630p	--W-F--	:15/:15	2	\$1,500.00	P3	0.00	BK	2	\$3,000.00
NEWS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	--W-F--		2		\$1,500.00		0.00					
E 7	WOOD	09/01/12	09/01/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p	-----S-	:15/:15	1	\$850.00	P2	0.00	BK	1	\$850.00
NEWS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S-		1		\$850.00		0.00					
E 8	WOOD	09/01/12	09/01/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:15/:15	1	\$1,000.00	P3	0.00	BK	1	\$1,000.00
NEWS BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-----S-		1		\$1,000.00		0.00					
E 9	WOOD	08/28/12	08/28/12	Tue Hour 3 Tuesday 10-11p	CM	10-11p	-T-----	:15/:15	1	\$1,500.00	P3	0.00	BK	1	\$1,500.00
RNC BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-T-----		1		\$1,500.00		0.00					
E 10	WOOD	08/29/12	08/29/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p	--W----	:15/:15	1	\$1,500.00	P3	0.00	BK	1	\$1,500.00
RNC BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	--W----		1		\$1,500.00		0.00					
E 11	WOOD	08/30/12	08/30/12	Thur Hour 3 Thursday 10-11p	CM	10-11p	---T---	:15/:15	1	\$1,500.00	P3	0.00	BK	1	\$1,500.00
RNC BOOKEND :15'S															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	---T---		1		\$1,500.00		0.00					
													Totals	18	\$13,175.00